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| Decorative |  | UX DESIGNER |
|  | NADIA NAIDOO Objective **To leverage my expertise in user experience design and research to create intuitive, and impactful digital products that meet user needs and business objectives.** |
| Contact  Cape Town, Western Cape  [nadia.naidoo@jmail.com](mailto:nadia.naidoo@jmail.com)  +27 72 345 6789  www.nadiasuxportfolio.com  Education UNIVERSITY OF CAPE TOWNMaster of Arts in Interaction DesignUniversity of CAPE TOWNBA in Information Systems Skills  User Research  Usability Testing  Information Architecture  Figma |  | ExperienceLEAD UX DESIGNERDailax Design | Cape Town | 2020 - PRESENT Led the UX design process from research to implementation, collaborating with product managers and developers. Mentored junior UX designers and established design best practices. SENIOR UX DESIGNERTechtonic Solutions | Johannesburg | 2017 - 2020 Designed and optimized user experiences for web and mobile applications, conducting extensive research and A/B testing. Developed wireframes, prototypes, and mockups, presenting solutions to clients and internal teams. UX DESIGNERCreayole | Cape Town | 2015 - 2017 Contributed to UI/UX design and development for diverse clients. Assisted in user research, competitive analysis, and usability audits. Created wireframes, storyboards, and prototypes, collaborating with development teams for accurate implementation. |